Red-lined copies of Fig. 2 and Fig. 5 are submitted herewith to reflect the above amendments.

In the Claims:

Amend the following claims:

1.   (amended) A method for tracking the distribution of content electronically, comprising the steps of:

incorporating an electronic storage medium tracking identifier onto an electronic storage medium;

incorporating a package tracking identifier onto a package in which the electronic storage medium is stored;

(a) storing the tracking identifiers in a database;

(b) detecting the tracking information when the electronic storage medium [package] is coupled with a computer;

(c) transmitting the tracking information to a server computer; and

(d) determining, as a function of the tracking information, appropriate updated information utilizing logic in the server computer to transmit to the computer.

6.   (Amended) An apparatus for tracking the distribution of content electronically, comprising,

(a)   [a] an optical disc electronic storage medium having a burst cut area; and

(b)   a digital code stored in the burst cut area;

(c)   the digital code representative of [an] a tracking identifier of content on the optical disc electronic storage medium;

(d)   the apparatus including logic that detects the tracking information when the electronic storage medium is coupled with a computer;

(e)   the apparatus including logic that transmits the tracking information to a server computer; and

(f)   the apparatus including logic in the server computer that determines, as a function of the tracking information, appropriate updated information to transmit to the computer.

11.   (Amended) A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having [an] a tracking identifier incorporated thereon, and a package having a tracking identifier thereon, the program comprising:

(a)   a code segment that reads the identifier of the electronic storage medium upon being input into a computer by a user;

(b)   a code segment that detects [the] tracking information when the package is coupled with a computer;

(c)   a code segment that transmits the tracking information to a server computer; and

(d)   a code segment in the server computer that determines, as a function of the tracking information, appropriate updated information to transmit to the computer.

Insert the following new claims:

19. (new) A system comprising:

means for reading an optical storage medium, including means for reading an identifier from the optical storage medium;

means for accessing a database in response to reading the identifier from the optical storage medium;

means for selecting content as a function of data accessed from the database in response to the reading of the identifier from the optical storage medium;

means for retrieving content, the means for retrieving content being responsive to the means for selecting content.

20. (new) The system of Claim 1 further comprising:

said database;

a computer network interposed between said means for reading said optical storage medium and said database.

REMARKS

The specification and claims have been amended to correct minor informalities and to address other issues raised by the Examiner. Claims 19 and 20 have been added. Claims 1, 6 and 11 have been amended. Twenty claims remain pending in the application: Claims 1 through 20. Reconsideration of Claims 1 through 18 and consideration of new Claims 19 and 20 in view of the amendments above and the arguments below is respectfully requested.